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Name: Gregg S. Ayoub

Signature:

*Gregg S. Ayoub*  
Hogan & Hartson, L.L.P.

Docket No. 21119.0064 (Formerly 7157-435)

Customer No. 41913

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: Ron Goldman et al.

Filed: October 24, 2000

Group Art Unit: 3622

Application No: 09/695,590

Examiner: Duran, Arthur D.

For: METHOD AND SYSTEM FOR MARKETING AND/OR SHOPPING

**AMENDMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

In response to the Office Action dated May 23, 2005, please amend the above identified application as follows:

**Amendments to the claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 6.

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